

**THE RELATIONSHIP BETWEEN TOURIST PERCEPTION  
ON HOTEL ENVIRONMENTAL MANAGEMENT AND  
TOURIST LOYALTY IN PORT DICKSON,  
NEGERI SEMBILAN**

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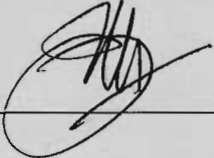
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## **ABSTRACT**

This quantitative project paper entitled The Relationship Between Tourist Perception on Hotel Environmental Management (HEM) and Tourist Loyalty (TLOYALTY) in Port Dickson, Negeri Sembilan, aims to determine the tourist perception on hotel environmental management and their loyalty towards hotel that they are staying. The hotels involved are among three and four star hotels in Port Dickson, Negeri Sembilan. Respondents for this study comprised 384 of tourist from different background with majority of it comes from the government sector. Data were analyzed using SPSS version 22. Tests conducted were Pearson correlation and multiple regressions. The correlation between independent variable Sustainable Tourism Practices (STP) and TLOYALTY is 0.539 or 53.9% correlated and the significant value is  $p < 0.01$ . They are highly correlated. The correlation between independent variable Health and Safety Environmenta (HSE) and TLOYALTY is 0.683 or 68.3% correlated and the significant value is  $p < 0.01$ . They are correlated. The correlation between STP and HSE is 0.576 or 57.6% is high. The correlation between HEM and dependent variable TLOYALTY is 0.690 or 69% correlated and the significant value is  $p < 0.01$ . They are highly correlated. The Pearson correlation showed that HEM was correlated with TLOYALTY. Regression analysis showed that 0.50 or 50% of the variance in tourist loyalty were explained by sustainable tourism practices and health and safety environment under the main independent variables that is hotel environmental management. Meanwhile the coefficients data showed that health and safety environment variables has higher impact (0.546) on the tourist loyalty compared to sustainable tourism practices (0.234) in terms of tourist perception. However, both variables have positive tourist perception and significant relationship with tourist loyalty. Recommendations were suggested that to incorporate other enabling factor such as hotel service innovation where it may influence the dynamic

relationship between tourist perception and their loyalty on green tourism. Future studies should examine the tourist perception and their loyalty relationship based on different types of services or other service sector such as on the non-accommodation tourism operator perspective. Expanding this study with other region or countries which have different cultural background could provide more evidence of universal factors affecting the tourist perception and their loyalty towards hotel on green tourism.

**Keywords:** *Sustainable Tourism Practices (STP), Health and Safety Environment (HSE), Tourist Loyalty (TLOYALTY), Hotel Environmental Management (HEM)*

## ABSTRACT

Kertas projek kuantitatif bertajuk Hubungan Antara Persepsi Pelancong Mengenai Pengurusan Alam Sekitar (HEM) dengan Kesetiaan Pelancong (TLOYALTY) di Hotel sekitar Port Dickson, Negeri Sembilan, bertujuan untuk mengenal pasti persepsi pelancong mengenai pengurusan alam sekitar dan kesetiaan mereka terhadap hotel yang didiami mereka. Hotel yang terlibat adalah antara tiga dan empat bintang di Port Dickson, Negeri Sembilan. Responden bagi kajian ini terdiri daripada 384 pelancong dari latar belakang yang berbeza dengan majoriti datang dari sektor kerajaan. Data dianalisis dengan menggunakan SPSS versi 22. Ujian dijalankan melibatkan korelasi Pearson dan regresi.

Hubungan antara pembolehubah bebas Amalan Kelestarian Pelancongan (STP) dan TLOYALTY adalah 0.539 atau 53.9% yang mempunyai korelasi dan nilai signifikan ialah  $p < 0.01$ . Hubungan antara pembolehubah Kesihatan dan Keselamatan Alam Sekitar (HSE) dan TLOYALTY adalah 0.683 atau 68.3% yang mempunyai korelasi dan nilai signifikan ialah  $p < 0.01$ . Hubungan antara STP dan HSE adalah 0.576 atau 57.6% adalah tinggi. Hubungan antara HEM dan TLOYALTY pembolehubah bersandar adalah 0.690 atau 69% kaitan dan nilai signifikan ialah  $p < 0.01$  dimana ia berkait rapat. Korelasi Pearson menunjukkan bahawa HEM telah dikaitkan dengan TLOYALTY. Analisis regresi menunjukkan 0.50 atau 50% daripada varians dalam kesetiaan pelancong telah dijelaskan oleh amalan pelancongan lestari dan kesihatan dan keselamatan persekitaran di bawah pembolehubah utama iaitu pengurusan alam sekitar oleh hotel.

Sementara itu, data pekali menunjukkan bahawa kesihatan dan keselamatan persekitaran pemboleh ubah mempunyai impak yang lebih tinggi (0.546) pada kesetiaan pelancong berbanding dengan amalan pelancongan lestari (0.234) dari segi persepsi pelancong. Walau



bagaimanapun, kedua-dua pembolehubah mempunyai persepsi pelancong yang positif dan hubungan yang signifikan dengan kesetiaan pelancong. Cadangan telah diutarakan untuk menggabungkan faktor lain seperti inovasi perkhidmatan hotel di mana ia boleh mempengaruhi hubungan dinamik antara persepsi pelancong dan kesetiaan mereka kepada hotel yang didiami. Selain itu, kajian masa depan juga harus mengkaji persepsi pelancong dan hubungan kesetiaan mereka berdasarkan kepada jenis perkhidmatan atau sektor perkhidmatan lain serta mengembangkan pengajian ini dengan melaksanakan perbandingan antara kawasan atau negara-negara yang mempunyai latar belakang budaya yang berbeza agar dapat menyediakan lebih banyak bukti faktor sejagat yang memberi kesan kepada persepsi pelancong dan kesetiaan mereka terhadap hotel yang mengamalkan pada pelancongan hijau..

**Kata Kunci:** *Amalan Pelancongan Mampan (STP), Kesihatan dan Alam Sekitar Keselamatan (HSE), Kesetiaan Pelancong (TLOYALTY), Hotel Pengurusan Alam Sekitar (HEM)*

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## LIST OF ABBREVIATIONS

OECD	-	Organisation for Economic Co-operation and Development
MOTOUR	-	Ministry Of Tourism Malaysia
EPU	-	Economic Planning Unit
PEMANDU	-	Performance Management and Management Unit
STP	-	Sustainable Tourism Practices
HSE	-	Health and Safety Environment
TLOYALTY	-	Tourist Loyalty
HEM	-	Hotel Environmental Management

## APPENDICES

- Appendix A - Questionnaire
- Appendix B - Reliability
- Appendix C - Descriptive
- Appendix D - Regression



## Chapter 1

### Introduction

#### 1.1 Background of Study

In this era, tourism sector has emerge as the largest and fastest service sector throughout the globe where this sector contributes about 5 percent of World Gross Domestic Product (GDP) and 8 per cent of total employment (Siwar, Ismail, & Adham, 1923). Meanwhile , 30 percent of the whole world commercial service as well as 6 percent of the whole exports (Siwar et al., 1923). Furthermore, tourism has been among the highest export stipendiaries for more than 50 nations in the entire globe, the foremost foreign exchange main foreign exchange income basis for some of least developed countries as well as for some developing countries (Siwar et al., 1923).

The vast development of tourism commerce has given lots of environmental degradation such as pollution with total number of 5 per cent in global greenhouse gases (GHGs) emission. (Siwar et al., 1923). In order to maintain tourism significant contribution to the world economic development, this industry should be more maintainable to lessen the environmental degradation and the same time prolonged the energetic progress. (Siwar et al., 1923). This awareness and importance of adopting green practices in green tourism are by executing lots of changes in excessive use water intake, management of waste, local biodiversity and ecosystem perseverance as well maintaining old heritage and indigenous cultural customs inheritance. (Siwar et al., 1923).

Therefore, the well-known segment in overcoming negative impacts in the same time sustaining the economic well beings of tourism is the Green Tourism segment (Economy,

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